

Message Text

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PAGE 01 SEOUL 09845 221114Z

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ACTION EB-07

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FM AMEMBASSY SEOUL
TO SECSTATE WASHDC 4616
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UNCLAS SEOUL 9845

E.O. 11652: N/A

TAGS: BPRO, KS

SUBJECT: TECHNICAL SALES SEMINARS-PROCESS CONTROL AND MEASURE-
MENT EQUIPMENT FEBRUARY 18 TO MARCH 3, 1976

REF: A. STATE 281399 B. SEOUL 9221 C. SEOUL 9470

1. REPRESENTATIVES OF FOLLOWING FIRMS CONTACTING THEIR U.S. PRINCIPALS WITH PROPOSALS FOR SERIOUS CONSIDERATION PARTICIPATION IN SUBJECT SEMINAR: BECKMAN INSTRUMENT REPRESENTED BY WON CORPORATION, MINEAPOLIS HONEYWELL BY HYUNDAI ENGINEERING, FISHER CONTROL BY SAMSUNG TRADERS, AND BELL AND HOWELL BY EUN SUNG TRADING.
2. AMERICAN TRADING, REPRESENTING HEWLETT PACKARD, EXPRESSED NO INTEREST AS THEY CONSIDER THEIR PRODUCT TOO ADVANCED AND SOPHISTICATED FOR MARKETING IN KOREA NOW. OTHER FIRMS REFERRED TO REF(A) HAVE NO LOCAL REPRESENTATION. DIGITAL EQUIPMENT IS NOT REPRESENTED BUT THEIR BUSINESS CONTACT IN KOREA, ORIENTAL COMPUTER ENGINEERING CORPORATION, EXPRESSED KEEN INTEREST AND IS CONTACTING DIGITAL EQUIPMENT FOR POSSIBLE PARTICIPATION.
3. ADDITIONAL LEADS DEVELOPED DURING THE COURSE OF OUR DISCUSSIONS WITH LOCAL AGENTS ARE: MR. E.A. LUKOWSKI, SALES MANAGER, BROOKS INSTRUMENT DIVISION, EMERSON ELECTRIC CO., P.O. BOX 450, STATESBORO GA 30458; MR. RICHARD J. SPRINGER, INTERNATIONAL SALES ORDER PROCESSING, TAYLOR INSTRUMENT PROCESS CONTROL, DIVISION OF SYBRON CORPORATION, ROCHESTER
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PAGE 02 SEOUL 09845 221114Z

NEW YORK, N.Y. 14601; MR. DONALD D. WELT, CHAIRMAN, ROCHESTER

INSTRUMENT SYSTEMS, INC., 275 NORTH UNION ST., ROCHESTER, N.Y.
14605; AND THE FOXBORO COMPANY, FOXBORO, MASSACHUSETTS 02035.
REQUEST COMMERCE CONTACT THESE FIRMS. ROCHESTER FORMER BSP
PARTICIPANT AND LOCAL AGENT INDICATES THEY WILL PARTICIPATE.
WE INTEND MOUNT COMPANION EQUIPMENT DISPLAY WITH ROCHESTER
PRODUCTS.

4. PLEASE FORWARD SOONEST TRANSCRIPTION OF VTR AND ONE FULL
SET OF PLANNING AND PROCUREMENT PACKAGE USED FOR THIS EVENT.
SNEIDER

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Message Attributes

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